



Counties: Russell, AL



2000 Total Population	49,756
2000 Group Quarters	687
2008 Total Population	52,015
2013 Total Population	53,920
2008 - 2013 Annual Rate	0.72%



2000 Households	19,741
2000 Average Household Size	2.49
2008 Households	21,303
2008 Average Household Size	2.41
2013 Households	22,341
2013 Average Household Size	2.38
2008 - 2013 Annual Rate	0.96%
2000 Families	13,424
2000 Average Family Size	3.05
2008 Families	14,296
2008 Average Family Size	3
2013 Families	14,820
2013 Average Family Size	3
2008 - 2013 Annual Rate	0.72%



<b>2000 Housing Units</b>	22,831
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	13.5%
<b>2008 Housing Units</b>	25,352
Owner Occupied Housing Units	53.3%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	16.0%
<b>2013 Housing Units</b>	26,970
Owner Occupied Housing Units	51.7%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	17.2%

### Median Household Income

2000	\$27,509
2008	\$31,547
2013	\$34,749

### Median Home Value

2000	\$66,111
2008	\$101,161
2013	\$103,961

### Per Capita Income

2000	\$14,015
2008	\$16,354
2013	\$17,856

### Median Age

2000	35.4
2008	36.7
2013	37.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Income**

Household Income Base	19,728
< \$15,000	28.6%
\$15,000 - \$24,999	16.8%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	15.5%
\$75,000 - \$99,999	5.6%
\$100,000 - \$149,999	1.8%
\$150,000 - \$199,999	0.3%
\$200,000+	0.4%
Average Household Income	\$34,808

**2008 Households by Income**

Household Income Base	21,303
< \$15,000	24.5%
\$15,000 - \$24,999	15.0%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.3%
\$200,000+	0.4%
Average Household Income	\$39,548

**2013 Households by Income**

Household Income Base	22,341
< \$15,000	22.7%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	0.4%
\$200,000+	0.5%
Average Household Income	\$42,683

**2000 Owner Occupied HUs by Value**

Total	12,328
<\$50,000	32.2%
\$50,000 - 99,999	49.3%
\$100,000 - 149,999	12.0%
\$150,000 - 199,999	3.8%
\$200,000 - \$299,999	1.4%
\$300,000 - 499,999	0.5%
\$500,000 - 999,999	0.5%
\$1,000,000+	0.4%
Average Home Value	\$79,348

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	7,337
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$308
Average Rent	\$309

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Russell, AL



## 2000 Population by Age

Total	49,756
0 - 4	7.1%
5 - 9	7.6%
10 - 14	7.4%
15 - 19	7.1%
20 - 24	6.5%
25 - 34	13.7%
35 - 44	15.1%
45 - 54	12.9%
55 - 64	9.5%
65 - 74	7.5%
75 - 84	4.3%
85+	1.3%
18+	73.5%

## 2008 Population by Age

Total	52,015
0 - 4	7.2%
5 - 9	6.8%
10 - 14	6.8%
15 - 19	6.7%
20 - 24	6.7%
25 - 34	13.6%
35 - 44	13.5%
45 - 54	14.3%
55 - 64	11.3%
65 - 74	7.2%
75 - 84	4.4%
85+	1.7%
18+	75.2%

## 2013 Population by Age

Total	53,920
0 - 4	7.1%
5 - 9	6.6%
10 - 14	6.5%
15 - 19	6.5%
20 - 24	7.1%
25 - 34	12.7%
35 - 44	12.6%
45 - 54	14.1%
55 - 64	12.9%
65 - 74	7.5%
75 - 84	4.5%
85+	2.0%
18+	75.9%

## 2000 Population by Sex

Males	47.6%
Females	52.4%

## 2008 Population by Sex

Males	47.9%
Females	52.1%

## 2013 Population by Sex

Males	48.0%
Females	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

**Counties: Russell, AL****2000 Population by Race/Ethnicity**

Total	49,756
White Alone	56.7%
Black Alone	40.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.6%
Two or More Races	1.1%
Hispanic Origin	1.5%
Diversity Index	52.6

**2008 Population by Race/Ethnicity**

Total	52,015
White Alone	54.3%
Black Alone	42.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.9%
Two or More Races	1.3%
Hispanic Origin	2.2%
Diversity Index	54.5

**2013 Population by Race/Ethnicity**

Total	53,920
White Alone	52.9%
Black Alone	43.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.2%
Two or More Races	1.5%
Hispanic Origin	2.8%
Diversity Index	55.8

**2000 Population 3+ by School Enrollment**

Total	47,659
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.0%
Enrolled in Grade 9-12	6.2%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	73.7%

**2008 Population 25+ by Educational Attainment**

Total	34,250
Less than 9th Grade	9.5%
9th - 12th Grade, No Diploma	18.6%
High School Graduate	35.5%
Some College, No Degree	18.8%
Associate Degree	6.7%
Bachelor's Degree	7.0%
Graduate/Professional Degree	4.0%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Russell, AL

**2008 Population 15+ by Marital Status**

Total	41,203
Never Married	26.6%
Married	50.3%
Widowed	9.5%
Divorced	13.6%

**2000 Population 16+ by Employment Status**

Total	37,952
In Labor Force	57.1%
Civilian Employed	52.4%
Civilian Unemployed	3.5%
In Armed Forces	1.1%
Not in Labor Force	42.9%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	90.5%
Civilian Unemployed	9.5%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	91.3%
Civilian Unemployed	8.7%

**2000 Females 16+ by Employment Status and Age of Children**

Total	20,410
Own Children < 6 Only	8.0%
Employed/in Armed Forces	4.9%
Unemployed	0.5%
Not in Labor Force	2.5%
Own Children < 6 and 6-17 Only	6.1%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	2.4%
Own Children 6-17 Only	17.2%
Employed/in Armed Forces	11.5%
Unemployed	0.6%
Not in Labor Force	5.2%
No Own Children < 18	68.6%
Employed/in Armed Forces	27.4%
Unemployed	2.0%
Not in Labor Force	39.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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**2008 Employed Population 16+ by Industry**

Total	19,008
Agriculture/Mining	1.0%
Construction	9.2%
Manufacturing	17.9%
Wholesale Trade	2.0%
Retail Trade	11.5%
Transportation/Utilities	4.4%
Information	1.7%
Finance/Insurance/Real Estate	9.2%
Services	37.5%
Public Administration	5.5%

**2008 Employed Population 16+ by Occupation**

Total	19,008
White Collar	49.1%
Management/Business/Financial	9.9%
Professional	14.5%
Sales	11.2%
Administrative Support	13.5%
Services	16.9%
Blue Collar	34.0%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	6.2%
Production	11.3%
Transportation/Material Moving	7.9%

**2000 Workers 16+ by Means of Transportation to Work**

Total	19,859
Drove Alone - Car, Truck, or Van	81.9%
Carpooled - Car, Truck, or Van	13.9%
Public Transportation	0.8%
Walked	1.3%
Other Means	1.1%
Worked at Home	1.0%

**2000 Workers 16+ by Travel Time to Work**

Total	19,859
Did Not Work at Home	99.0%
Less than 5 minutes	1.7%
5 to 9 minutes	8.3%
10 to 19 minutes	32.0%
20 to 24 minutes	18.5%
25 to 34 minutes	23.0%
35 to 44 minutes	4.7%
45 to 59 minutes	6.6%
60 to 89 minutes	2.0%
90 or more minutes	2.3%
Worked at Home	1.0%
Average Travel Time to Work (in min)	24.6

**2000 Households by Vehicles Available**

Total	19,741
None	12.6%
1	35.8%
2	33.1%
3	13.5%
4	3.6%
5+	1.3%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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## 2000 Households by Type

Total	19,741
Family Households	68.0%
Married-couple Family	44.4%
With Related Children	20.6%
Other Family (No Spouse)	23.6%
With Related Children	15.8%
Nonfamily Households	32.0%
Householder Living Alone	28.0%
Householder Not Living Alone	4.0%

Households with Related Children	36.4%
Households with Persons 65+	24.9%

## 2000 Households by Size

Total	19,741
1 Person Household	28.0%
2 Person Household	31.5%
3 Person Household	18.2%
4 Person Household	13.2%
5 Person Household	6.1%
6 Person Household	1.9%
7+ Person Household	1.0%

## 2000 Households by Year Householder Moved In

Total	19,741
Moved in 1999 to March 2000	20.2%
Moved in 1995 to 1998	26.5%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	14.2%
Moved in 1970 to 1979	11.6%
Moved in 1969 or Earlier	11.6%
Median Year Householder Moved In	1994



## 2000 Housing Units by Units in Structure

Total	22,831
1, Detached	58.4%
1, Attached	1.4%
2	4.5%
3 or 4	4.5%
5 to 9	8.0%
10 to 19	1.6%
20+	1.9%
Mobile Home	19.2%
Other	0.5%

## 2000 Housing Units by Year Structure Built

Total	22,831
1999 to March 2000	2.3%
1995 to 1998	9.3%
1990 to 1994	8.6%
1980 to 1989	16.3%
1970 to 1979	20.2%
1969 or Earlier	43.3%
Median Year Structure Built	1973

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



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**Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Rural Bypasses
3.	Home Town



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$25,949,226
Average Spent	\$1,218.10
Spending Potential Index	45
Computers & Accessories: Total \$	\$2,626,971
Average Spent	\$123.31
Spending Potential Index	52
Education: Total \$	\$14,216,605
Average Spent	\$667.35
Spending Potential Index	49
Entertainment/Recreation: Total \$	\$43,918,239
Average Spent	\$2,061.60
Spending Potential Index	55
Food at Home: Total \$	\$59,195,624
Average Spent	\$2,778.75
Spending Potential Index	57
Food Away from Home: Total \$	\$40,231,865
Average Spent	\$1,888.55
Spending Potential Index	55
Health Care: Total \$	\$52,794,630
Average Spent	\$2,478.27
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$23,717,266
Average Spent	\$1,113.33
Spending Potential Index	48
Investments: Total \$	\$9,122,471
Average Spent	\$428.22
Spending Potential Index	42
Retail Goods: Total \$	\$317,279,788
Average Spent	\$14,893.67
Spending Potential Index	55
Shelter: Total \$	\$163,170,733
Average Spent	\$7,659.52
Spending Potential Index	49
TV/Video/Sound Equipment: Total \$	\$17,091,678
Average Spent	\$802.31
Spending Potential Index	56
Travel: Total \$	\$19,532,445
Average Spent	\$916.89
Spending Potential Index	49
Vehicle Maintenance & Repairs: Total \$	\$11,645,414
Average Spent	\$546.66
Spending Potential Index	55

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.